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(54) **SYSTEM FOR AND METHOD OF RANKING DOMAIN NAMES BASED ON USER PROPERTIES**

(71) Applicant: **VERISIGN, INC.**, Reston, VA (US)

(72) Inventors: **Swapneel Sheth**, Fairfax, VA (US); **Andrew West**, Reston, VA (US)

(73) Assignee: **VERISIGN, INC.**, Reston, VA (US)

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(58) **Field of Classification Search**
None
See application file for complete search history.

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Primary Examiner — Son T Hoang
(74) *Attorney, Agent, or Firm* — MH2 Technology Law Group, LLP

(57) **ABSTRACT**

Disclosed are techniques for ranking domain names for presentation to a user. The techniques include obtaining, over a computer network, domain name data including, for each of a plurality of training domain names, respective user information; generating, by at least one electronic processor, a model relating at least features of each of the plurality of training domain names to respective user features derived from the respective user information; obtaining novel user information for a novel user; obtaining a plurality of domain names; ranking the plurality of domain names, using the model and novel input data including novel user features derived from the novel user information, according to predicted domain name suitability for the novel user; and providing a ranked list of the plurality of domain names.

12 Claims, 4 Drawing Sheets